

AUG13/12 10.1
***** WFLA-TV *****

REP. #	OFF. #	SALESMAN #
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BUYER NAME: MEDIA PLACEMENT

SALES PRSN WA-
MEGHAN MCGARR (H)

CLASS: NATL. LOCAL REGIONAL

FLIGHT DATES AUG14/12 AUG20/12 WK-1

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG13/12	10.11
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REP: NEW ORDER

FTL \$27,850 @11X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914013
PRIORITIES USA ACTION

[illegible]

AGENCY ADVERTISER CODE = 321 AGENCY EST# = 1520
AGENCY PRODUCT CODE = 340

1	100P-200P	60	\$850.00	8/17	1	FRI	1
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PROGRAM : DAYS-OUR LIVES
CON COM1: DAYS-OUR LIVES

1135P-1237A	60	\$1,600.00	8/17	8/17	1	FRI	7
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PROGRAM : TONITE SHW-NBC<
CON COM1 : TONITE SHW-NBC<

2007/3

REP HEADLINE# 6274318
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG13/12 10.1
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	60		\$2,800.00	8/17	8/17	1		FRI	1
4			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	60		\$1,700.00	8/20	8/20	1		MON	1
5			600P-630P PROGRAM : NWSCH8 AT SIX CON COM1: NWSCH8 AT SIX	60		\$4,000.00	8/20	8/20	1		MON	1
6			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	60		\$2,800.00	8/20	8/20	1		MON	1
7			600P-630P PROGRAM : NWSCH8 AT SIX CON COM1: NWSCH8 AT SIX	60		\$4,000.00	8/16	8/16	1		THU	1
8			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	60		\$2,800.00	8/16	8/16	1		THU	1
9			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	60		\$2,800.00	8/14	8/14	1		TUE	1
10			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	60		\$1,700.00	8/15	8/15	1		WED	1
11			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	60		\$2,800.00	8/15	8/15	1		WED	1

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:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:
AUG/12			27850.00									
CONTRACT TOTAL												27850.00
TOTAL SPOTS												11

MARKET TOTALS \$132,619 WFLA 21% WFTS 14% WTSP 19% WTVT 16% WTOG 8% WTTA 6% WMOR 10%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%
 SHARES ESTIMATED
 SVC- NSI
 DEMOS- RA35+*

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 717 Issue 1



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	27850	Campaign Ref:	E:120813027
Buyer:		Client/Product/Estimate:	321 /340 /1520	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/13/12 to 08/26/12	Weeks:	2	Order Ref:	06274318
Est./PO Number:	06274318	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Priorities Usa Actio	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
1	M-F 1p Days Of Our Lives ...F..	03	850	60 Comme	Nbr of Spots	1	1	850
2	M-F 1135p ET / 1035p CT Tonight Show ...F..	03	1600	60 Comme	Nbr of Spots	1	1	1600
3	M-F 7a Today Show ...F..	02	2800	60 Comme	Nbr of Spots	1	1	2800
4	M-F 5p News M.....	04	1700	60 Comme	Nbr of Spots	1	1	1700
5	M-F 6p News M.....	02	4000	60 Comme	Nbr of Spots	1	1	4000
6	M-F 7a Today Show M.....	02	2800	60 Comme	Nbr of Spots	1	1	2800
7	M-F 6p News ...T..	02	4000	60 Comme	Nbr of Spots	1	1	4000
8	M-F 7a Today Show ...T..	02	2800	60 Comme	Nbr of Spots	1	1	2800
9	M-F 7a Today Show	02	2800	60 Comme	Nbr of Spots	1	1	2800
Weekly Totals: Total Spots(Ord Spots)					8	3	11	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
10	M-F 5p News .W....	04	1700	60 Comme	1		1	1700
11	M-F 7a Today Show .W....	02	2800	60 Comme	1		1	2800
Weekly Totals: Total Spots(Ord Spots)					8	3	11	

Grand Totals

Totals		Month 8 Weeks: 4	
Spots	Cost	08/13	08/20
11	27850	8	3
		19350	8500

Grand Totals:

Spots:	11
Gross Total:	27,850.00
Commission:	4,177.50
Net Total:	23,672.50

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Mundy Katowitz Media
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Priorities USA Action

<p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p> <p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
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I represent that the payment for the above described broadcast time has been furnished by:

Priorities USA Action, 1101 15th St NW, 2nd Floor, Washington, DC 20005; Greg Speed, Treasurer

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ~~ISSUE~~ ADVERTISER

Date _____ Signature *[Signature]* Contact Phone Number _____

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature _____ Printed Name _____ Title _____